

Advanced Industry Clusters Study RFA

FAQs **Due March 10th**

Q1: RFA page 4: Regarding the allowability of marketing and outreach expenses, does NYSTAR intend for the consultant to 1) market and disseminate the results of the study, or 2) conduct marketing and awareness activities to solicit input into the study? If the former, does NYSTAR intend for the consultant to develop public/industry-facing marketing materials showcasing NYS strengths in these industry clusters?

A1: This statement is intended to provide the consultant flexibility to engage marketing awareness activities to solicit input into the study, if they so choose.

Q2: RFA page 4: Does NYSTAR prefer that applicants detail their workplan in Proposal Section A (which calls for an “action plan”) or Proposal Section B (which calls for a detailed work plan)?

A2: The detailed work plan should be included in Proposal Section B.

Q3: RFA page 4 indicates that a budget template is included. Where can we locate this?

A3: The budget template is posted on the RFA page.

Q4: RFA pages 9 & 11: Does Appendix B refer to any required forms or documents that are not listed in Appendix C?

A4: Yes. The budget and checklist should be included as Appendix B and all other forms as Appendix C.

Q5: Has Empire State Development (ESD) previously commissioned any Industry Cluster analysis or similar study? If so, could that be shared with the consultant?

A5: No.

Q6: Would ESD provide assistance with any stakeholder engagement (for example, identifying stakeholders for interviews, outreach to stakeholders for interviews, or dissemination of surveys)?

A6: Yes, ESD would provide assistance with engaging stakeholders. Details would be finalized with selected applicant.

Q7: Would ESD provide assistance with planning and executing workshops or webinars (for example, securing a location/platform or identification of attendees)?

A7: Yes, ESD would provide assistance with planning and/or execution of workshops and/or webinars. Details would be finalized with selected applicant.

Q8: Does ESD expect to make the report public, or to share it with stakeholders across the state?

A8: To be determined.

Q9: Does ESD expect the report to be fully designed for public consumption?

A9: To be determined.

Q10: Does ESD expect the consultant to make a presentation to stakeholders? Do you expect this to be virtual or in-person?

A10: It is up to the consultant to propose the most effective methods for engaging stakeholders and developing a comprehensive study with the available funding.

Q11: From our understanding, the applicant has to be led by a non-profit organization such as universities or research institutions. Is a private consulting company eligible to apply?

A11: To be eligible, an applicant must be in good standing with the State of New York and ESD. Eligible applicants are not limited to non-profit organizations.

Q12: In the case that the applicant is a non-profit organization and they hire the consultant to help with the study, is the consultant's fee an eligible expense for the project?

A12: It is up to the applicant on how to best position the budget for the project, which will be scored by reviewers for appropriateness.

Q13: The RFA mentions State required goals for M/WBE and SDVOB. Will bidders have to meet a required percentage goal for M/WBE or SDVOB participation? If so, what is it?

A13: No minimum threshold has been established, but an applicant's plan will impact their score.

Q14: Can you provide examples of data you'd like our team to track for the purposes of monitoring the success of the grant?

A14: The applicant should make recommendations on types of data to be tracked as part of their proposal.

Q15: Are there any issues you foresee with the involvement of subcontractors outside of the US?

A15: It will be up to individual reviewers to determine if the proposal is appropriate and has a plan that will lead to a useful and insightful study.

Q16: There is no mention of travel in the RFP. Would in-market travel be included in the fee for each study module? Or need to be estimated separately?

A16: Travel should be budgeted separately.

Q17: May the completion of the three study modules overlap?

A17: Yes.